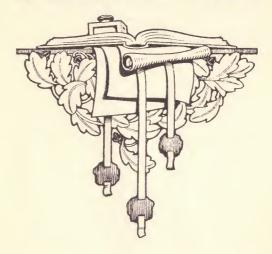


## Creeds of Great Business Men



## THE GREGG PUBLISHING COMPANY

New York Chicago Boston San Francisco

Toronto London Sydney

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ILLUSTRATIONS BY ASTRID F. GESCHEIDT

AND GLENN V. JOHNSON

SHORTHAND PLATES WRITTEN BY

WINIFRED KENNA RICHMOND

## By Way of Introduction

In the beginning there were no factories, no stores, no offices. The railway train, the telegraph, the telephone, the typewriter, the skyscraper, the elevator—these and other conveniences, as well as the systems which make modern business so wonderful, were dreams yet to be dreamed. Each family raised its own provisions, and such things as were used were made in the home.

Finally, the few who had little taste for farming, or who were looking for a way of escape from the drudgery of early farm life, made more things than they could use. They took these things out into the open—out to a green patch of ground, perhaps, which grew into a market place. This ushered in the age of "barter and exchange." That is, one man owned a few yards of homespun cloth, and another a few grains of wheat. These men met, and after a deal of talk and haggle, the man who owned the wheat exchanged it for the cloth. Or, if he happened to be the stronger, he just took the cloth and saved time.

Then followed invention. Machinery commenced to do the work or many hands. But instead of happiness, it brought rebellion. People thought they were being robbed of the right to work. Soon, though, a father found that he could earn more in a day in a factory than his whole family could earn in the home. Another turn of the

wheel, and not only father, but mother and the children were at work in the mill. And then, sad to say, many fathers put their wives and children to work, while for themselves they planned days of ease.

The whole social system underwent a change. The work of the home was transferred to the factory. Families moved in from the country to be near their work. Families make communities, communities make towns, and towns make cities.

Then came the peddler, with pack aback, knocking at our doors. He peddled the factory wares from house to house. Another long step, and the peddler turned merchant. He opened a store, and, instead of going to the people as before, he asked the people to come to him. But the system of barter—each trying to get the better of the other—continued.

The idea of delivery—having the goods sent—fought its way into the confidence of the people. And at last came the one-price system—the price in plain figures—and with it the spirit of service. Before, it had been, "Let the customer beware!" This changed to, "Let the customer be served!" And this was the beginning of big business, with its economy and efficiency.

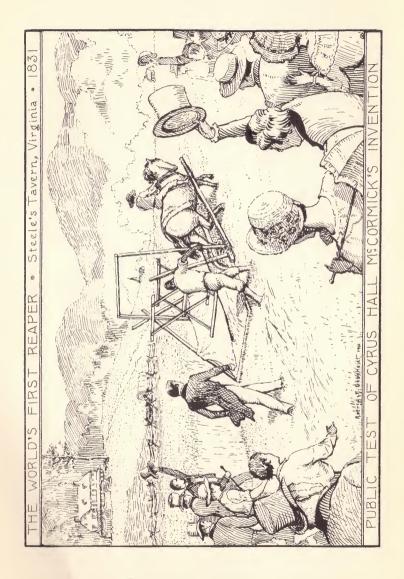
But back of all this progress—the heart of it, if you please—is the development of agriculture. We must have agriculture before we can have business. You may talk all you've a mind to, but business is just as good as crops are big—no better. The most

important occupation in the world is agriculture, with transportation second, manufacturing third, and distribution fourth.

Agriculture had its rise in the invention of the reaper, for the climax of all farming is harvesting. The reaper made large harvests possible. When farmers were certain they could harvest more, they planted more. Big farms followed, the land was taken up, improved machines made farming easier and did the work of many men. So, then, out of this growth toward bumper crops rose great industrial and commercial enterprises, with men to man them.

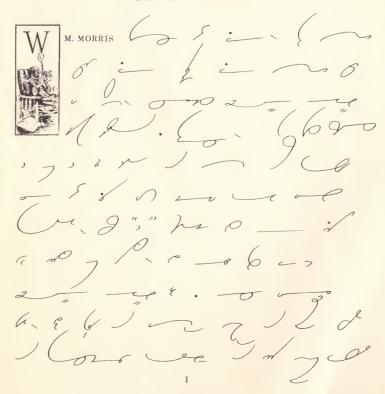
For two years "Creeds of Great Business Men" appeared in the magazines as preludes to a series of advertisements. They are here presented for your profit and pleasure in an enlarged and revised form. Not all great business men are to be found here. My, no! Only a few—a few of those least written about.

Long have we saluted the soldier, the statesman, and the philosopher. Let us lift our hats to a few of the men who have helped to make this old world of ours a better place in which to live and work—the uncrowned kings—the builders—soldiers of peace who have changed deserts into fertile fields, caves into homes, towpaths into railroads, sand piles into cities. But, as we stand uncovered, let us not forget the Watts, the Stephensons, the Howes, the Fultons, the Edisons and all the rest. Nor must we forget the farmer. He is first of all—he leads the procession.

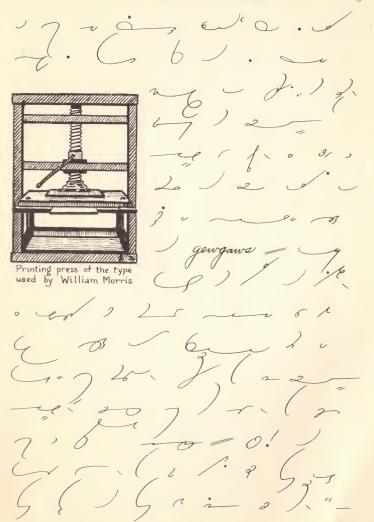




Born 1834-Died 1896



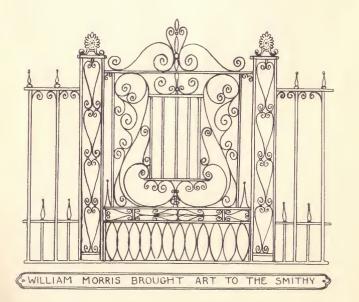
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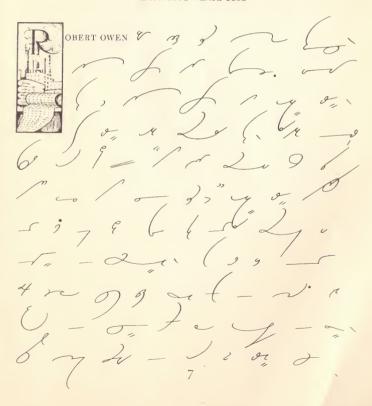
CREEDS OF GREAT BUSINESS MEN







Born 1771-Died 1858



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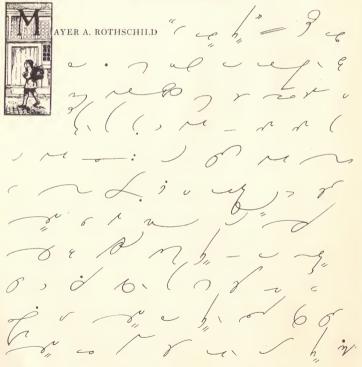
CREEDS OF GREAT BUSINESS MEN "So, you're the man who puts his name on the package?"

CREEDS OF GREAT BUSINESS MEN

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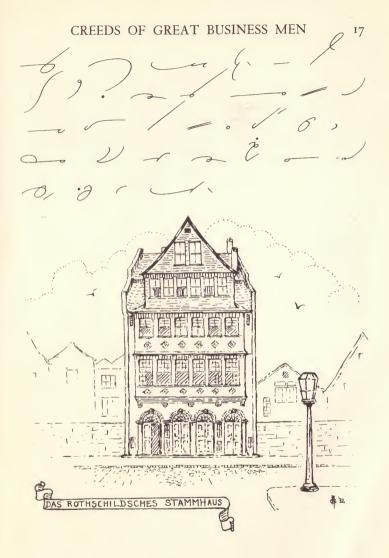
Born 1743-Died 1812



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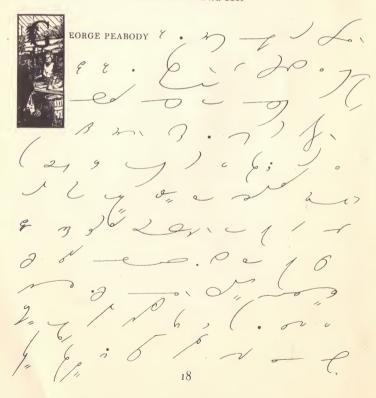
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Born 1795—Died 1869



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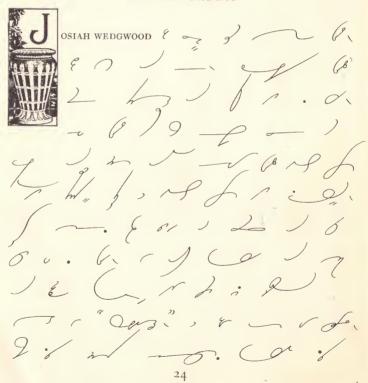
At sixteen ... he put the goods into a pack and went peddling.

CREEDS OF GREAT BUSINESS MEN 22 1: " Y by go. 1 6-cm 2 6 1 1 m")"-1972 2 - 7, 





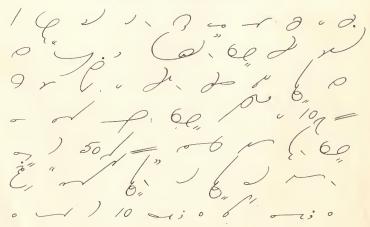
Born 1730-Died 1795



CREEDS OF GREAT BUSINESS MEN



Urged on by Sarah, he turned to vases, plaques, medallions and busts.



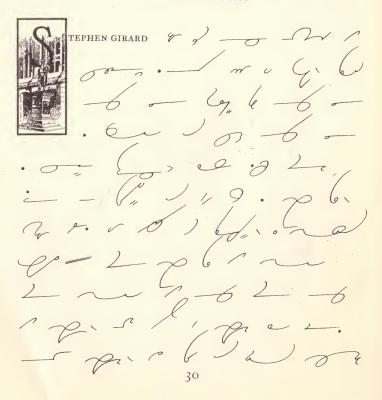
CREEDS OF GREAT BUSINESS MEN

28 CREEDS OF GREAT BUSINESS MEN (), 20





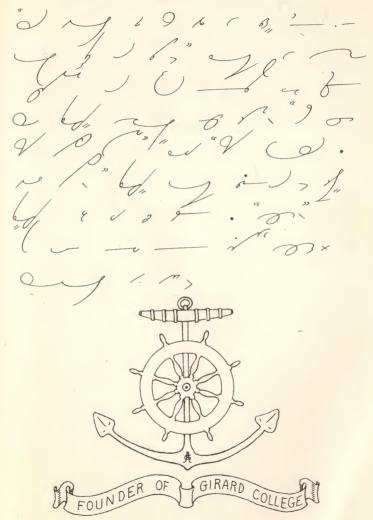
Born 1750-Died 1831



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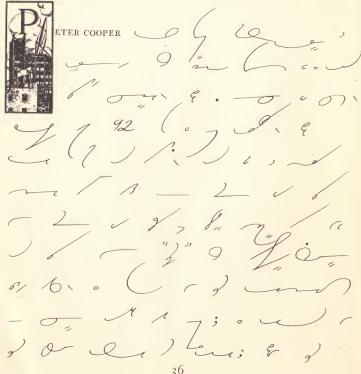
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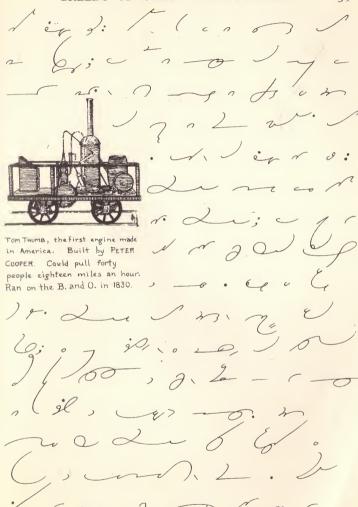




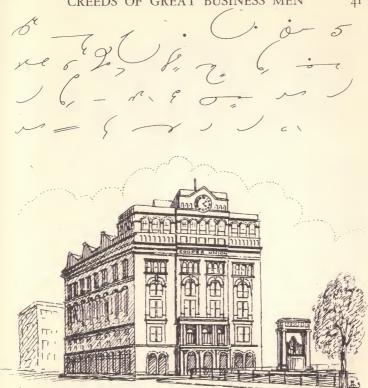
Born 1791—Died 1883



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CREEDS OF GREAT BUSINESS MEN 40

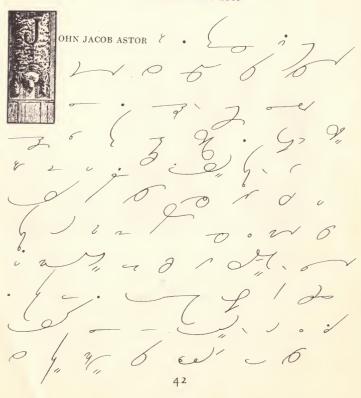


## COOPER UNION NEW YORK, N. Y.

where Lincoln delivered his famous address "AN APPEAL TO THE SOUTH" FEBRUARY 27, 1860



Born 1763-Died 1848

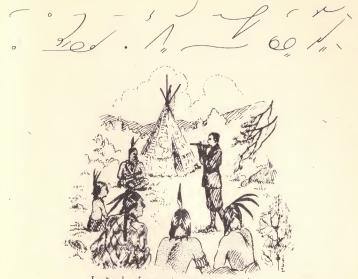


CREEDS OF GREAT BUSINESS MEN

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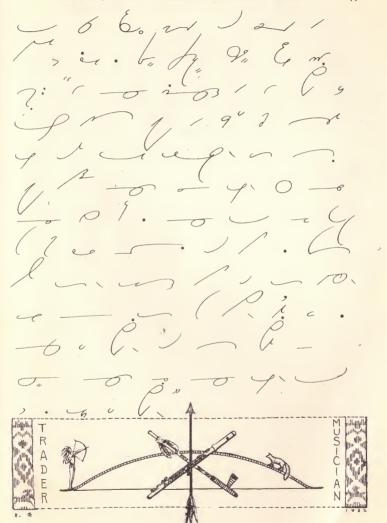
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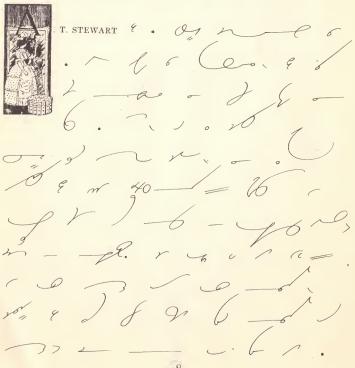
Instead of carrying a gun on his first tramp among the Indians, Astor carried a flute.

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Born 1802—Died 1876



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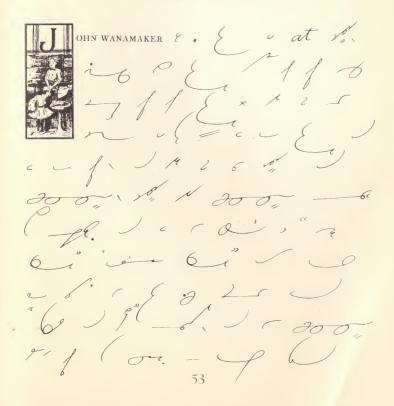
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Born 1838 - Died 1922

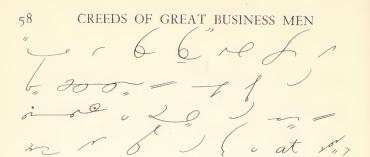


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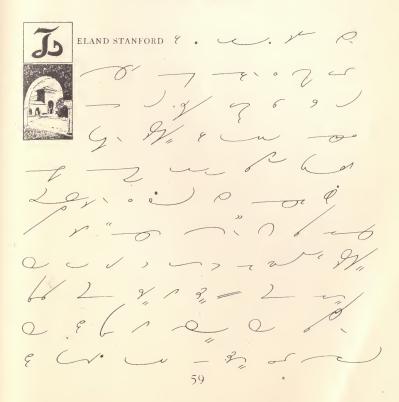
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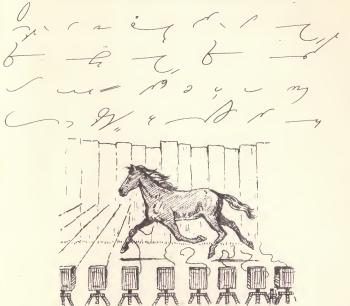




Born 1824-Died 1893



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Stanford was godfather to the motion picture.

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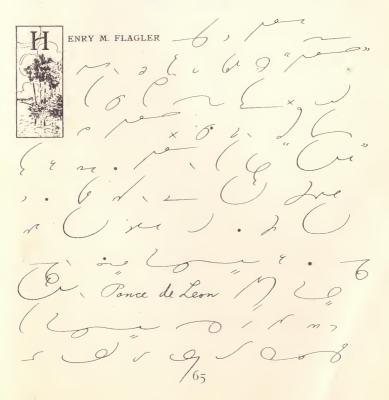
64 CREEDS OF GREAT BUSINESS MEN

STANFORD JUNIOR

UNIVERSITY . PALO

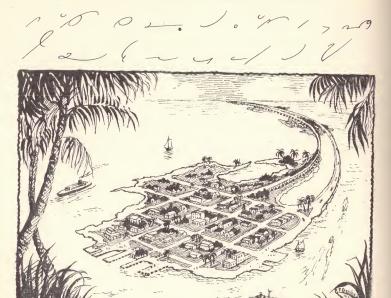


BORN 1830 - DIED 1913

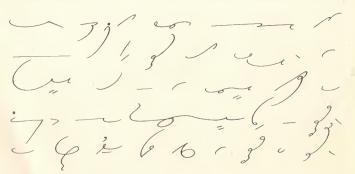


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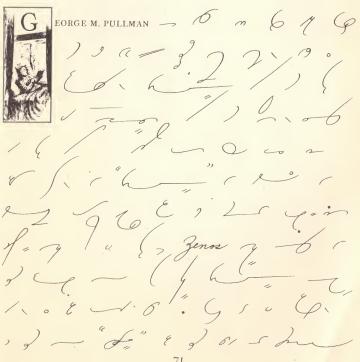
When engineers...said a railroad could not be built across the Florida Keys, Flagler found one who said it could be built.



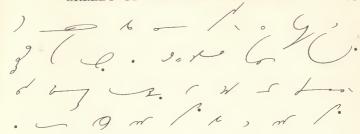
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Born 1831—Died 1897



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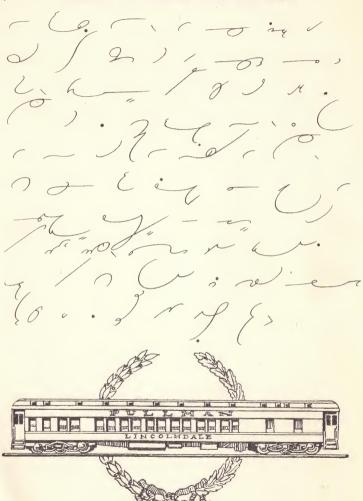


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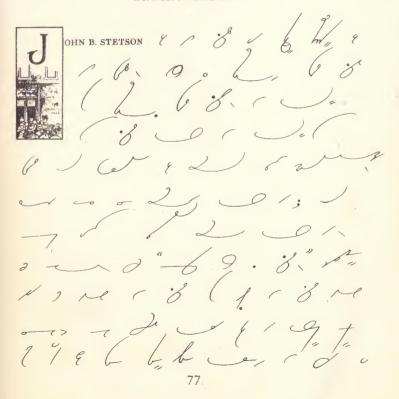
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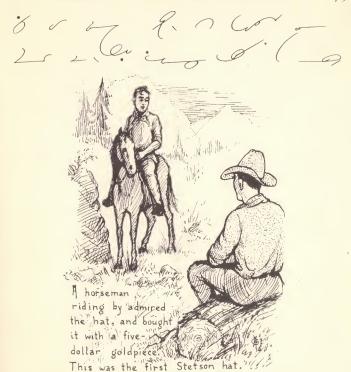




Born 1830-Died 1906

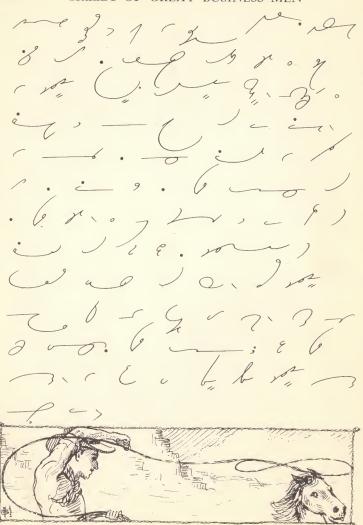


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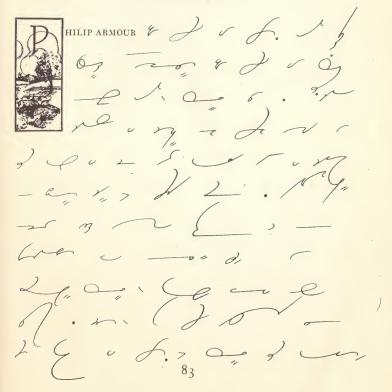
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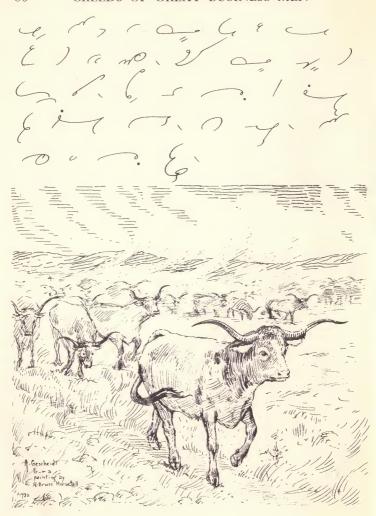


Born 1832-Died 1901



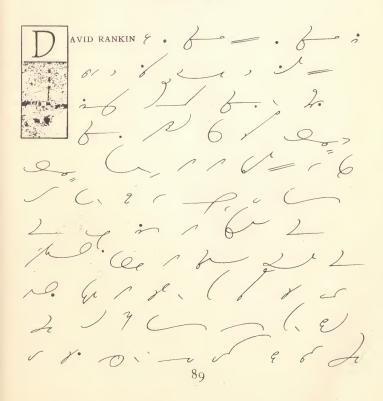
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BORN 1825 - DIED 1910



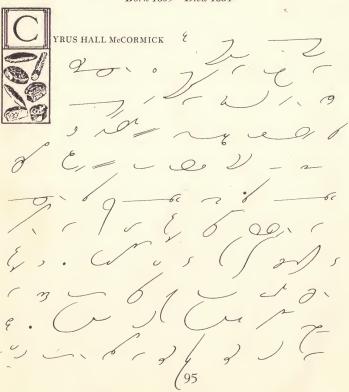
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Born 1809-Died 1884



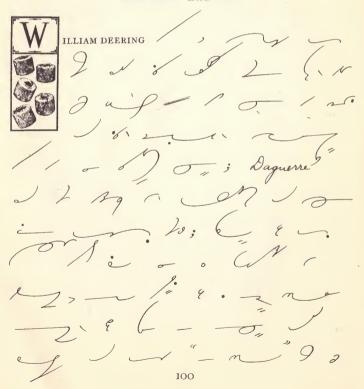
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Born 1826 -Died 1913



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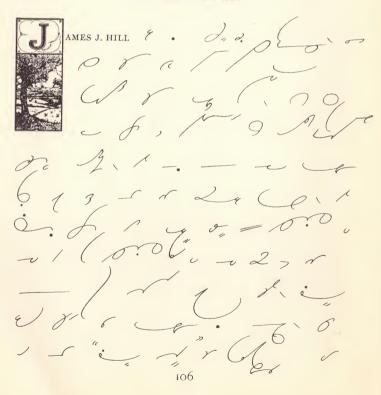
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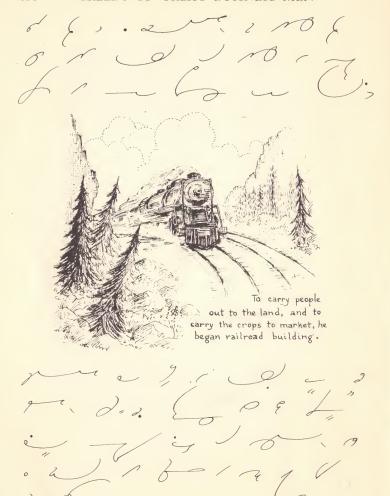


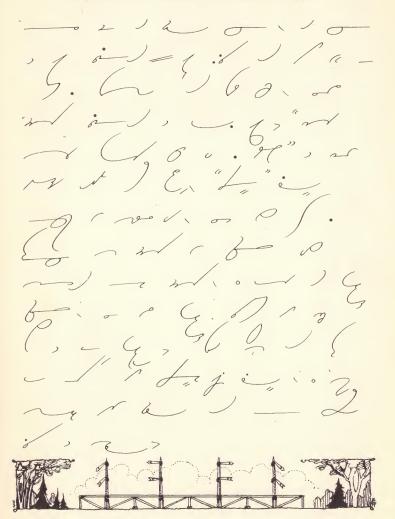


Born 1838-Died 1916



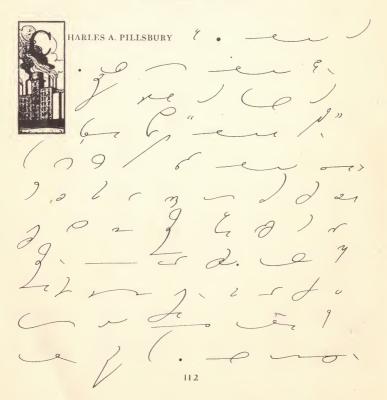
c 1 6 8 6 - 5 8, 0 12. My word of · + 6 - 0, 3. 8 0,11000 ~ 2. fr e. 67). 6. 9 u. = 1 ~ -J. 57 ( 4 % ) Ce Jaby 6. cm - 2. 96 







Born 1842—Died 1899



CREEDS OF GREAT BUSINESS MEN - 2 Co.; o f 1 - 6 C 2 / 35 v 71 172



There he went to work in his Uncle's little stone-burr gristmill.

CREEDS OF GREAT BUSINESS MEN. 2 1 6 egt. 6 mis 2 7 20 -051 N 6 0 I hard him. of re o, is ! G (/ ( m) ; Lag 20. -6 6. 60 to M 2 6 1. 2 lith 1 0/ 10 9 y 9 2 0 2

Here ends the Creeds of Great Business Men, as written by Edwin L. Barker, illustrated by Glenn V. Johnson and originally printed and distributed by the International Harvester Company; with their permission reprinted in shorthand by the Gregg Publishing Company with additional illustrations by Astrid F. Gescheidt.